

First Showing of New Spring Silks

YOU will be glad to see these lovely first signs of Spring in our new silks, particularly if you are going South for the remainder of the Winter, and the prices are surely worth noting.

Foulard Silks, \$1.58 Yard, a lovely soft quality in many new Spring colors, both gay and subdued and enchanting designs, 36 inches wide.

Striped Silk Shirtings, \$1.95 Yard, La Jerz and broadcloth, 33 inches wide, so much desired for sports shirts, and suits for Southern wear.

Colored Chiffon Taffetas \$2.50 Yard, in a glorious assortment of colors. 36 inches wide.

Printed crepe de Chine \$2.85 Yard, this always popular fabric appears for the New Year in many attractive new designs. 40 inches wide.

GROUND FLOOR

Colorful Cottons For Southern Wear

NO matter what season of the year it is, women always delight in seeing new designs and colors in wash fabrics, so we are glad to announce our Spring showing of novelty fabrics from France, quaint prints from England, sheer organdies from Switzerland, fine dimities from Ireland, crisp colorful ginghams from Scotland, soft crepes from Japan, supplemented by dotted swisses, voiles, tissues, ratines and many other plain and fancy white materials.

These are all on display now on the Second Floor and we are sure you will be greatly interested in seeing them, especially if you are soon to make a Southern trip.

SECOND FLOOR

January Sales

Sale of Women's Low and High Shoes
Sale of Lingerie Fabrics

SECOND FLOOR

Sale of Boys' Wash Suits
Sale of Girls' Gingham Dresses
Sale of Infants' Wear
Sale of Boys' and Girls' Shoes

FOURTH FLOOR

Madame Irene Corsets

THE following prices indicate the importance of taking advantage of this Sale of the well-known Madame Irene corsets.

\$3.75

A model of fine pink batiste featuring a lace top, eyelet lacing, medium top, free hip and long skirt. Exceptional value!

\$5.95

This model comes in pink Pekin stripe material, with lace trimmed top, elastic inserts in skirt, and 3 pairs of supporters.

\$10.50

An exceptionally fine model of flowered broche with elastic inserts at top and bottom, low top trimmed with lace and satin ribbon.

SECOND FLOOR

Lord & Taylor

FIFTH AVENUE



January Showing of Spring Styles in Attractive Morning Dresses, \$1.95 to \$15.75

TOMORROW is the date set for the Spring Opening in the House Dress Section, Second Floor, far in advance of Spring but right at the time when women most appreciate a crisp gingham or chambray for winter days indoors. The above sketches reveal a few of the many charming designs, and

SECOND FLOOR

you have almost limitless selection. Chambrays, ginghams, voiles, linens, piques and tissues—each boasts some unusual feature in collars, cuffs, pockets or sashes, and all so inexpensive. Select a few now to put away for early spring garden and porch wear. Prices are so moderate and selections so good.

Annual January Sale of Lingerie, Boudoir Robes and Petticoats

THIS annual Sale is truly an opportunity to begin the New Year advantageously, because it offers so many things a woman needs the year round, at prices that encourage her to buy quantities. Assortments are fresh and complete, and include many more styles than we can mention here.

Silk Lingerie

Fresh and charming models in crepe de Chine, radium and satin.

Nightgowns, \$3.95, \$4.95, \$6.95.
Envelope Chemises, \$1.95, \$2.95, \$3.95.
Vests and Drawers, \$2.50, \$2.95 and \$3.95 each.
Bloomers, \$2.95, \$3.95.

Philippine Lingerie

Nightgowns, \$2.95, elaborately embroidered and very sheer, fine material.

French Lingerie

Offering exceptional values in French lingerie.

Batiste Nightgowns, \$3.95, \$4.95, \$6.95 to \$25.
Combinations, \$3.95, \$4.95.
Crepe de Chine Nightgowns and Chemises, an assortment very much reduced. Not all sizes, \$10.75 to \$38.50.

Silk Petticoats

At \$5.95, and \$7.95—of radium taffeta silk, splendid quality with

SECOND FLOOR

tucked flounce and edge of plaiting.

At \$3.95, \$5.95, \$6.95—silk Jersey petticoats in all street shades.

Breakfast Coats

At \$14.75, lovely 2-tone satin coats of excellent quality, attractively trimmed with rose petals and ruchings.

At \$18.75, Gros de Londres with a long graceful Tuxedo collar and cuffs smartly cross-quilted.

January Sale

Women's COATS \$65 and \$85



THE black caracul trimmed coat is a striking success. And it is just one of a number of successful models presented in our January Coat Sale.

Every coat has been tailored after our specifications of the most beautiful winter coatings. All are warmly interlined and lined with Pussy Willow, crepe and silk.

They are trimmed with lovely soft caracul, wolf, beaver, squirrel, nutria and Australian opossum.

THIRD FLOOR

Women's

Afternoon GOWNS \$45



EXCELLENT copies of the latest French models at tempting January Sale prices are shown, right. Two of a fascinating collection of afternoon and dinner gowns.

Drapes and sleeves are of lace. Though no sleeves is the new Paris note presented by the majority of models.

Developed in black and brown chiffon and Georgette—most reasonable, you will agree upon seeing them.

THIRD FLOOR

Sale of Shoes For Women

THE new year brings this luck to women who appreciate the style and workmanship of our shoes. We have taken many pairs of high and low shoes and reduced them to prices that induce you to select several pairs.

\$7.85

A fine assortment of pumps and oxfords. Brown kid 2-strap pumps, black kid 2-eyelet pumps with full French heels, brown calf 1-strap walking pumps, with welted soles and military heels.

\$10.75

High lace boots with Louis or military walking heels in various styles and leathers.

\$4.85

Bronze kid 1-eyelet pumps with high French heels, patent leather walking oxfords with military heels, brown kid 2-eyelet pumps with high French heels.

SECOND FLOOR

January Sale of Choice Furs

THIS Sale offers a variety of interesting answers to your question, "How shall I invest my Christmas check?" Our entire collection of choice fur wraps, coats, and scarfs has just been radically reduced, making very enticing values.

Hudson Seal Coats

(Dyed Muskrat)

\$265, \$295, \$325

Made of excellent pelts and beautifully lined.

Black Caracul Coats, \$195, 36 inch length.

Natural Raccoon Coats, \$159.50, sports models.

Unusual Values in Fur Scarves

Natural Skunk Scarves, \$34.50.

Black Lynx Scarves, \$39.50.

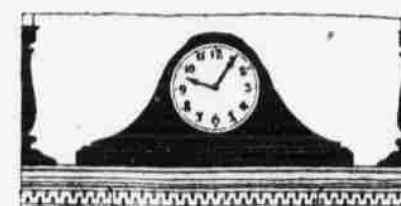
Hudson Bay Sable Scarves, \$46.50.

Natural Beaver Scarves, \$46.50.

Mole Scarves, \$19.50.

Fox Animal-Shape Scarves, \$39.50.

FOURTH FLOOR



Sale of Mahogany-Finish Clocks \$10.25

THESE unusually graceful tambour-shaped clocks with 8-day movement and strike on the hour and half hour have been specially bought at a price concession to sell at this low price for a few days only. We suggest one of these as a very fine investment of your Christmas or New Year's gift money.

GROUND FLOOR

Nightgowns \$1, \$1.75

Stamped to Embroider

THE Artneedlecraft Department on the Fifth Floor is beginning the New Year with an attractive assortment of designs in stamped nightgowns made of soft fine quality of French batiste. Sizes 16 to 17, and the prices are exceptionally low for this month only.

FIFTH FLOOR